

# JUSTYNA JANECEK

## Graphic Designer | Digital Marketing

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## About Me

As a designer, I specialize in social media assets, layout design, and digital illustration that engage audiences and elevate brand presence. With a background in Graphic Design, UX/UI, and Health Studies & Equity, I bring a thoughtful, audience-centered approach to my work. I'm passionate about blending design innovation with marketing strategy to create impactful visuals that communicate clearly, inspire action, and support organizational goals.

## Education

**Graphic Design and Visual Communication Skills Certificate**  
OCAD University | 2024

**User Experience (UX) Design and Development Skills Certificate**  
OCAD University | 2023-2024

**Honours Bachelor of Arts**  
University of Toronto | 2019-2023  
Health Studies  
Critical Studies in Equity and Solidarity

## Projects

**ReSurf (Surfrider Canada)**  
Social Media Assets | 2025

**Juxtaposition Magazine Vol. 15**  
Magazine | 2023

**Pride Month Weekly Resources (Ophea)**  
Social Media Assets | 2023

## Skills

### Branding

- Logo Design, Web Banner Design, Brand Identity, Ad Design, Digital Illustration

### Marketing

- Google Analytics
- Social Media Scheduling & Tracking (Sprout Social & HootSuite)

### Layout Design

- Magazines, Newsletters, Infographics, Layout Optimization, Typography

### Tools & Software Proficiency

- Adobe Suite (Illustrator, Photoshop, InDesign), Canva, Procreate, Figma

### Content Creation

- Social Media Graphics, Captions Writing, Alt-Text for Accessibility, Brand-Adherent Design

### UX/UI Design

- User Personas, Journey Mapping, Wireframing, Prototyping, Usability Testing

## Work Experience

- **Graphic Designer**  
Surfrider Foundation Canada  
May 2025 - Present  
South Vancouver Island, BC  
Designed custom graphics, templates, and engaging visual assets for social media, ensuring brand consistency and boosting audience interaction. Collaborated with the communications/marketing team to develop visuals supporting campaigns, awareness initiatives, and events.
- **Marketing Researcher**  
Canadian Tire  
Feb 2025 - Mar 2025  
Langford, BC (Remote)  
Conduct market research by comparing weekly flyer and in-store deals with competitor pricing. Analyze trends and submit data-driven reports using online research from various retail sources.
- **Freelance Graphic Designer**  
Self Employed  
Jan 2024 - Present  
Design logos, advertisements, and social media graphics tailored to client needs. Develop brand identities, creating cohesive visual themes across multiple platforms.
- **Projects Assistant**  
Ophea  
May 2023 - Jul 2023  
Toronto, ON (Remote)  
Engaged in content creation by developing graphics, captions, and alt-text for social media. Utilized Sprout Social for efficient scheduling and tracking engagement. Conducted data entry and organized feedback from workshops.
- **Administrative Assistant**  
Creative Landscaping and Interlocking  
Aug 2018 - Dec 2024  
Caledon, ON  
Managed customer inquiries and communications, ensuring prompt and professional responses. Organized and maintained paperwork and files. Coordinated supply orders, ensuring timely delivery and accurate inventory management.

## Volunteer Experience

- **Graphic/Layout Designer**  
Juxtaposition Magazine  
(University of Toronto)  
Feb - Apr 2023  
Toronto, ON (Remote)  
Designed magazine layout and format, ensuring a visually appealing and cohesive publication.
- **Innovation Hub Initiative Workshop Participant**  
Alternative Reading Week Program (University of Toronto)  
February 2023  
Toronto, ON  
Human Centered Design Thinking.  
Journey Mapping & Building Personas.  
Building Community in the Workplace.  
Fostering Healthy Work & Learning Environments.